

**WHAT IS CLAIMED IS:**

1. A method of browsing a product catalog via a telecommunications network comprising:

for each page of said product catalog, storing in a first device connected to said network a file containing a low resolution scan of said catalog page,

transmitting from a second device connected to said network at least one request for at least one page of said product catalog,

transmitting from said first device in response to said at least one page request said low resolution scan file of said requested catalog page,

for each product displayed on said low resolution scan of said requested catalog page, storing in said first device a plurality of files from which a detailed presentation of said product is prepared,

transmitting from said second device at least one second request for one of said detailed product presentations, and

transmitting from said first device in response to said at least one second request said detailed product presentation file.

2. The method of claim 1 further comprising the step of transmitting from said second device at least one request to order said requested product corresponding to said detailed product presentation.

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3. The method of claim 1 wherein the step of preparing the detailed product presentation file comprises obtaining information from:

- a file containing a high resolution image of said product,
- a headline file identifying said product,
- a copy file containing a description of said product, and
- an order block data file containing ordering information for purchasing said product.

4. The method of claim 1 wherein the step of transmitting said detailed product presentation file comprises transmitting:

- said file containing said high resolution image of said product,
- said fourth file containing said headline file identifying said product,
- said copy file containing said description of said product, and
- said order block data file containing said ordering information for purchasing said product.

5. The method of claim 1 wherein the step of transmitting said least one request for at least one page of said product catalog comprises requesting a specials page describing products which are on sale.

6. The method of claim 1 wherein the steps of transmitting said at least one request for at least one page of said product catalog and of transmitting said at least one second request for one of said

detailed product presentations are performed by a browser program stored on said second device.

7. The method of claim 1 wherein the steps of transmitting said low resolution scan file of said requested catalog page and of transmitting said detailed product presentation file are performed by a server program stored on said first device.

8. A method of browsing a product catalog via the Internet comprising:

storing in a first device connected to the Internet a file corresponding to a web page for said product catalog,

for each page of said product catalog, storing in said first device a corresponding file containing a low resolution scan of said catalog page,

for each product displayed on each said low resolution scan of each said catalog page, storing in said first device a plurality of files from which a detailed presentation of said product is dynamically prepared,

transmitting from a second device connected to the Internet a first uniform resource locator for said product catalog web page,

transmitting from said first device in response to said transmission of said first uniform resource locator said product catalog web page,

transmitting from said second device a second uniform resource locator corresponding to a file for selecting pages of said product catalog,

transmitting from said first device in response to said transmission of said second uniform resource locator said file for selecting pages of said product catalog,

transmitting from said second device a first at least one request for at least one page of said product catalog,

transmitting from said first device in response to said request for said at least one page said low resolution scan file of said requested catalog page,

transmitting from said second device a second at least one request for one of said detailed product presentations corresponding to at least one product displayed on said low resolution scan of said catalog page, and

transmitting from said first device in response to said at least one request said detailed product presentation file.

9. The method of claim 8 further comprising the step of transmitting from said second device at least one request to order said requested product corresponding to said detailed product presentation.

10. The method of claim 8 wherein the step of preparing said corresponding detailed product presentation comprises obtaining information from:

a file containing a high resolution image of said product,  
a headline file identifying said product,  
a copy file containing a description of said product, and  
an order block data file containing ordering information for purchasing said product.

11. The method of claim 8 wherein the step of transmitting said corresponding detailed product presentation file comprises transmitting:

said file containing said high resolution image of said product,  
said headline file identifying said product,  
said copy file containing said description of said product, and  
said order block data file containing said ordering information for purchasing said product.

12. The method of claim 8 wherein the step of transmitting said least one request for at least one page of said product catalog comprises requesting a specials page describing products which are on sale.

13. The method of claim 8 wherein the steps of transmitting said at least one request for at least one page of said product catalog and of transmitting said at least one second request for one of said

detailed product presentations are performed by a browser program stored on said second device.

14. The method of claim 8 wherein the steps of transmitting said low resolution scan file of said requested catalog page and of transmitting said detailed product presentation file are performed by a server program stored on said first device.

15. A system for browsing a product catalog via a telecommunications network comprising:

means for storing in a first device connected to said network a file containing a low resolution scan for each page of said product catalog,

means for transmitting from a second device connected to said network at least one request for at least one page of said product catalog,

means for transmitting from said first device in response to said at least one page request said low resolution scan file of said requested catalog page,

means for storing in said first device a plurality of files from which is prepared a detailed presentation of each product displayed on said low resolution scan of said requested catalog page,

means for transmitting from said second device at least one second request for one of said detailed product presentations, and

means for transmitting from said first device in response to said at least one second request said detailed product presentation file.

16. The system of claim 15 further comprising means for transmitting from said second device at least one request to order said requested product corresponding to said detailed product presentation.

17. The system of claim 15 wherein said detailed product presentation is comprised of information from:

- a file containing a high resolution image of said product,
- a headline file identifying said product,
- a copy file containing a description of said product, and
- an order block data file containing ordering information for purchasing said product.

18. The system of claim 15 wherein said means for transmitting said least one request for at least one page of said product catalog further comprises means for requesting a specials page describing products which are on sale.

19. A system for browsing a product catalog via the Internet comprising:

- a first device connected to the Internet for storing at least one file for allowing the display of said product catalog's pages, for each

product page of said product catalog, a corresponding file containing a low resolution scan of such product page, and for each product displayed on said low resolution scan of said catalog page, a plurality of files from which is prepared a detailed product presentation for such product;

a second device connected to the Internet for use by a customer;

a first program stored in said second device for requesting and displaying information about products in said product catalog, said first program including at least one module for requesting and displaying: at least one access page for said product catalog, at least one page of said product catalog, and at least one detailed product presentation corresponding to at least one product displayed on said low resolution scan of said catalog page; and

a second program stored in said first device for transmitting descriptions of and ordering information about products in said product catalog, said second program including:

a first module for transmitting access pages for said product catalog,

a second module for transmitting in response to said request for at least one page of said product catalog a file containing a low resolution scan of said requested catalog page, and

a third module for transmitting in response to said at least one second request for said detailed product presentation a file



containing a high resolution image of said product, a headline identifying said product, copy describing said product, and ordering information for purchasing said product.

20. The system of claim 19 wherein said first program further includes a fourth module for ordering said requested product corresponding to said detailed product presentation.

21. The system of claim 19 wherein said first program further includes a fifth module for requesting at least one page of said product catalog comprising a specials page describing products which are on sale.

22. The system of claim 19 wherein said first program is a browser program.

23. The system of claim 22 wherein said first program further comprises at least one module for providing at said second device a plurality of displays with hyperlinks for initiating said requests for said web page for said product catalog, said at least one page of said product catalog, and said at least one detailed product presentation corresponding to said at least one product displayed on said low resolution scan of said catalog page.

24. The system of claim 19 wherein said second device is a personal computer.

25. The system of claim 19 wherein said second program is a server program.

26. The system of claim 19 wherein said first device is a server computer.

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